



Kosovo Security Barometer

Special Edition on
Citizens Perceptions on Personal Data Protection

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Perceptions presented in this report are a summary of information gathered from respondents and it only demonstrates how people percept institutions. It is in no way a conclusive assessment of the quality of the work of institutions subject to this study. It shall serve as an instrument to them for addressing potential shortcomings, but also an indicator of the effectiveness of their communication with the people. The views presented in this report are perceptions of the respondents and do not necessarily represent views of Kosovar Centre for Security Studies.

Opinions expressed in this report do not necessarily represent the views of National Endowment for Democracy (NED).

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1. WHAT IS THE KOSOVO SECURITY BAROMETER?

The Kosovo Security Barometer (KSB) is a KCSS specific program designed to serve as a new and innovative annual publication. The main aim and focus of this program is to measure public opinion trends towards security and justice institutions as well as the key security challenges facing Kosovo, namely the internal and external security threats, and Kosovo's foreign policy. KSB is becoming widely known for its focus on security and justice related matters and, most importantly, being one of the first initiatives designed, implemented, and communicated by a local think tank in Kosovo. This is the second Special Edition of the KSB that is being published on a specific issue regarding personal data and privacy protection. KCSS has no political constraints in communicating the findings and messages. Lastly, the KSB is unique for its methodological approach, such as the unique tailoring of quantitative and qualitative methods, which aims to offer realistic results on public perceptions towards security related issues.

1.1. Whom do we target with this special edition?

This special edition of the KSB targets a wide variety of actors interested in following the public opinion trends in Kosovo in the field of privacy and data protection. It targets the relevant policy makers in Kosovo, civil society organizations, academia, and the media.

1.2. Impact

The impact of this special edition can be expected to multiply in the mid-term for a number of reasons including (a) KCSS's credibility as a politically non-affiliated and independent think-tank, (b) KCSS's track record of employing appropriate scientific methods in its research, (c) the importance of local ownership and (d) the professional capacities available at the KCSS.

1.3. Methodology

This special edition of the KSB provides a summary of public perceptions on privacy and personal data protection. Particular attention has been paid towards the respondent's awareness concerning the role of the National Agency for Personal Data Protection (NAPDP). Furthermore, this special edition aimed to depict the public trust towards particular institutions in handling personal data. Given that information in general for this particular issue is absent, the aim of this edition is to show to what extent the specific group of Kosovo's citizens are informed about these rights. Therefore, indicators including age, gender, area, and region of the respondents were measured in order to advocate to, and engage the policy makers further in, raising the awareness towards those certain groups.

As for data collection, this special edition applied the same methodology which is applied by the KSB programme. Interviews with the respondents were conducted face-to-face. All the questions were close-ended. Sampling, piloting, and interviewing were conducted by the KCSS team of more than 30 field researchers. The national sample from which the research was drawn featured 1,101 households, following a representative sample of the population above 18 years old in Kosovo. The ethnic breakdown of the interviewed respondents used for the purposes of this edition of the KSB was: 87.9 percent K-Albanian, 9.0 percent K-Serbian, and 3.0 percent others (1.0 percent Bosnian, 1.0 percent Turks, and 1.0 percent RAE).

The sample frame was based upon telephone code areas and as such included the following seven regions: Prishtina, Mitrovica, Prizren, Ferizaj, Gjilan, Peja and Gjakova. The first stage of geographical clustering was based on the 2012 Kosovo Census Report; the second stage involved clustering samples by municipal area with a stratified rural/urban sample as per the number of households. Finally, the last stage followed a random sampling method using the nearest 'birthday method'.

Random sampling ensures that each resident in Kosovo has an equal probability of being chosen for an interview. With the sample used for this study, the results of the survey project the mirror image of trends in attitudes and perceptions amongst the entire adult population of Kosovo in general. The margin of error; therefore, is 3 percent with a confidence interval of 95 percent.

Prior to the commencement of fieldwork, a pilot interview was conducted at the beginning of October 2014, in order to test the feasibility of the questionnaire. The research team subsequently reported that the pilot interview was successful, and no problems were encountered with the questions asked to the pilot interviewee. All interviews were completed during October 2014.

Data processing and analysis has been completed using the SPSS software. Perceptions presented in this report are a summary of information gathered from respondents and it only demonstrates how people perceive these institutions. Hence, this report does not represent a conclusive assessment of the quality of the work of the institutions subject to this study. This special edition, as is the case with other editions, is solely intended to interpret the perceptions of Kosovo's citizens. The task of the KCSS team is to interpret these data hence the team does not take responsibility for the outcome of the data, especially if and when this should trigger any reactions amongst specific targeted actors. The team remains ready to make the entire process, and the methodology used, transparent should any subject be interested in them.

As for the interpretation, the special edition applied different indicators in order to compare perceptions between the respondents. We have considered three indicators: age, gender and areas. These are the three indicators for which the opinions of the respondents may differ for the matter pertaining to data protection and privacy.

2. INTRODUCTION

Personal data protection is considered one of the recently emerging fundamental rights in developed countries. Data protection is also being considered as an important issue in developing countries. This is the case with the Western Balkans countries, including Kosovo. Nevertheless, the Western Balkans countries, including Kosovo, are lagging behind in applying and developing the right to data protection. Kosovo's efforts to introduce personal data protection started back in 2010 with the approval of the primary law, which was lately followed by the establishment of the National Agency for Personal Data Protection (NAPDP) in 2011. These delays had implications on citizen's awareness in regards to protection of their privacy and personal data. As a result, the public opinion data show that the respondents generally started to be aware regarding such rights only after the completion of legal framework in 2011.

This edition of the KSB covers three main issues related to privacy and data protection:

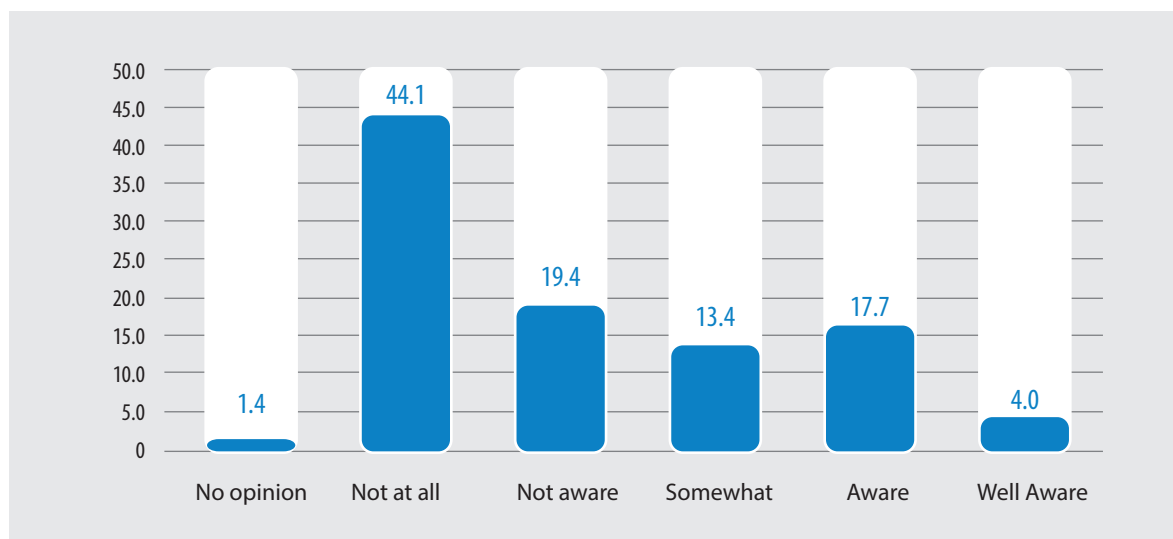
- Awareness on the Rights on Privacy and Personal Data Protection
- Awareness regarding the National Agency for Personal Data Protection
- Kosovo citizens' concerns regarding the potential misuse of personal data

The KSB 2014 results show that there is a slight increase in awareness amongst Kosovo's citizens regarding their right to privacy and data protection, however, information regarding the issue is still lacking. The results show that the young and the middle age respondents are more informed regarding the right to privacy compared to older generations. This is also the case with respondents from urban areas, who appear to be more informed and more aware compared to respondents from rural areas. These indicators are measured to compare the relationship between the variables and enable the policy makers in this field to focus on the less informed groups amongst Kosovars in order to further influence an increase in general awareness, which will simultaneously affect the efficient implementation of this area in practice.

3. KOSOVO CITIZENS' AWARENESS ON PERSONAL DATA PROTECTION

Up to 63.5 percent of the respondents have pointed out that they are not aware of their rights in regards to privacy and personal data protection. As the figure below shows, 44.1 percent of respondents express total lack of information regarding this right. On the other hand, 19.4 percent of the respondents are unaware, followed by 13.4 percent who are aware to some extent about privacy and personal data protection. Only 17.7 percent of the respondents are aware whereas 4.0 percent of the respondents express full awareness on privacy and personal data protection.

Figure 1 - Awareness regarding the Protection of Data Protection



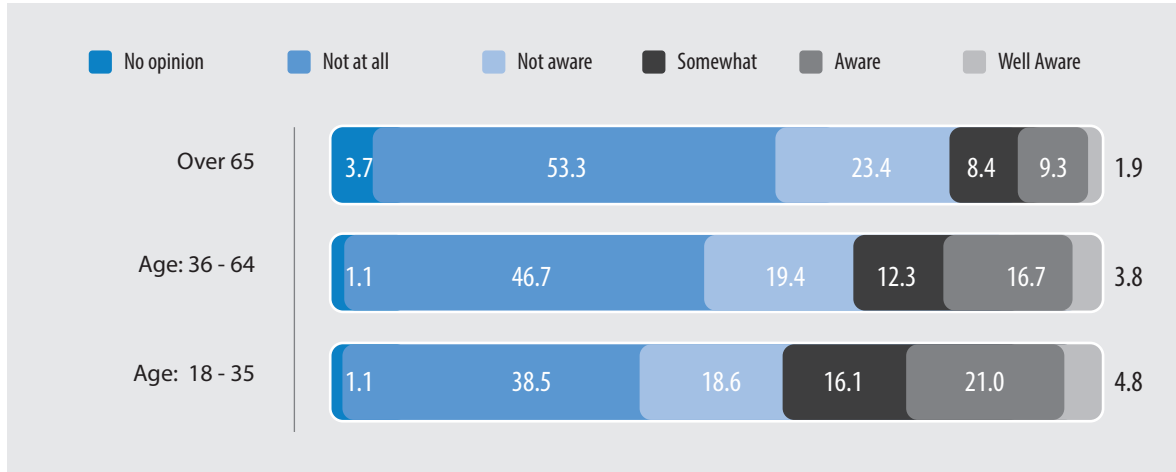
Compared to the results of KSB in 2013, this year marks only a small increase of awareness on personal data protection. In 2013, 70.0 percent of the total respondents were not aware of their right to privacy. A difference of a 2.7 percent increase in awareness in 2014 compared to 2013 (15.0 percent) is noted. Likewise, the percentage of those who are aware to some extent has increased by 2.4 percent in 2014 compared to 2013 (11.0 percent). It is relevant to show such an increase because it shows a positive trend in people's awareness regarding the right to their privacy and personal data protection.

The findings show, however, that the level to which the respondents are aware regarding the same issue is not the same among different strata of the society. This is best explained by the results when it comes to the level of information the respondents of certain age groups have, because of considerable differences within various age groups. Overall, the results show that elderly people remain the most uninformed citizens about their rights to data protection, followed by the middle age citizens and young generation. This may be understandable considering that the topic as such is new and the need for protection of this right is expressed especially with the development and the use of technology - which is not used as much by individuals belonging to this age group. The number of respondents over the age of 65 who are not aware of their rights for the protection of their personal data is 76.7 percent, which is lower when compared to the 2013 results (86.0 percent). On the other hand, there are 8.4 percent (9.0 percent in the KSB in 2013), among those belonging to this age group, who are to some extent aware of these rights. Nonetheless, there is some progress noted in the awareness rising and information transmitted to these generations since 11.2 percent (5.0 percent in 2013) are mainly aware of data protection. The campaigns have had their impact in awareness raising for the public in general and especially among the older generation.

On the other hand, 66.1 percent of the middle aged (36 - 64) respondents are not aware of their personal data protection rights, which is also a decrease compared to 70 percent in 2013. It should be noted that the number of those who express full awareness among this age group in 2014 increased by 8.2 percent compared to 2013.

When it comes to the younger generations (18 - 35), 57.1 percent stated they are not aware of their rights to personal data protection compared to 65.0 percent in 2013. On the other hand, 16.1 are percent aware (14.0 percent in 2013), and 25.8 percent are mainly aware (compared to 20.0 percent in 2013) of their right to personal data protection. The figure below shows that there is increasing trend among younger generations in regards to privacy and personal data protection rights.

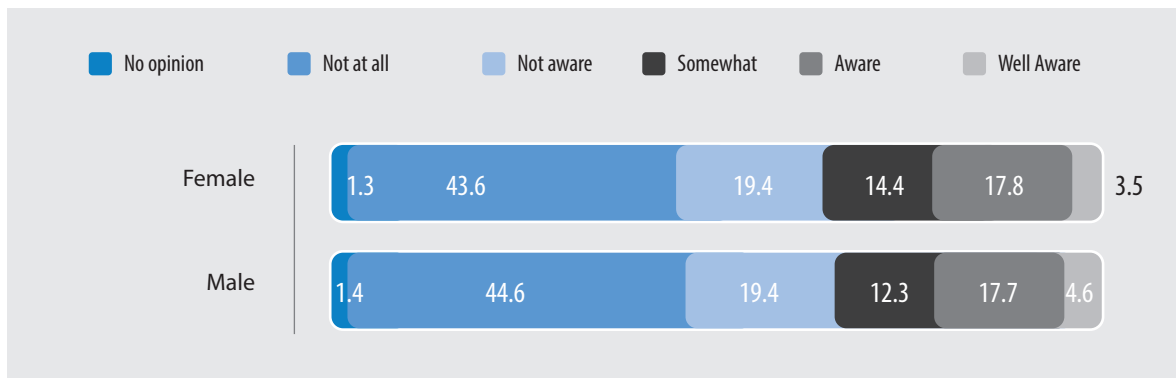
Figure 2 - Awareness regarding Personal Data Protection (based on age)



There is no major difference with respect to gender based perception on privacy and personal data protection. Both female and male respondents seem to possess the same level of information and awareness about their rights to protection of their personal data and privacy. As the figure below shows, 63.0 percent of female and 64.0 percent of male respondents are not aware of their rights when it comes to data and privacy protection. There are 14.4 percent of female and 12.3 percent of male respondents who have some information on the matter. On the other hand, 21.3 percent of female and 22.3 percent of male respondents are mainly aware of their rights pertaining personal data protection.

Compared to the 2013 results, 75.0 percent of female and 64.0 percent of male respondents were not aware on the matter, somewhat aware were 10.0 percent of female and 11.0 percent of male respondents. Those respondents who were mainly aware are divided into 15.0 percent of female and 24.0 percent of male respondents. The figures show that the number of those who were not aware of these rights is reduced by more than 10.0 percent in the case of female respondents and most of this percentage has passed on the part of those female respondents who have sufficient knowledge about this topic.

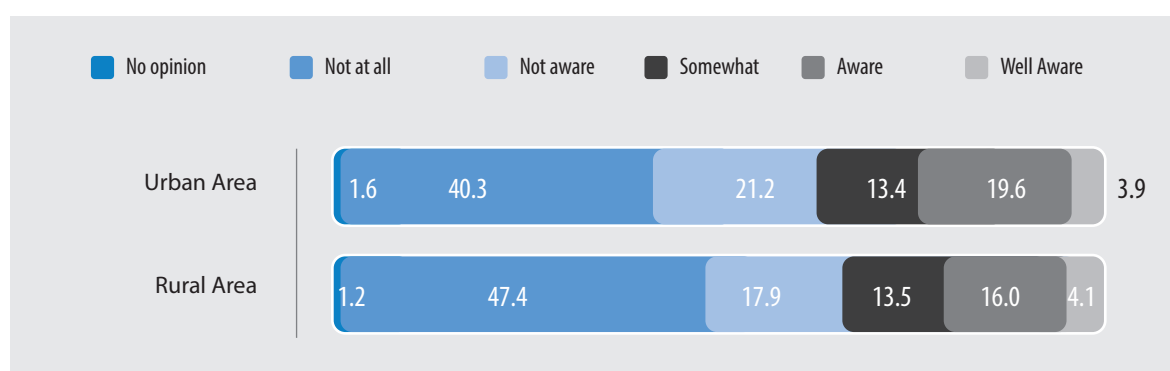
Figure 3 - Awareness regarding Personal Data Protection (gender based)



According to the results, information on personal data protection of the respondents living in urban areas compared to those who live in rural areas is slightly higher. The figure below shows that 23.5 percent of respondents from urban areas are well aware of their right to privacy and personal data protection, compared to 20.1 percent of those from rural areas. The findings show that 13.4 percent of the respondents from urban areas and 13.5 percent of those from rural areas are somewhat aware. Nevertheless, the difference in awareness among those coming from urban and rural areas is relatively small, 61.5 of the respondents from urban areas claim to not be aware of their rights to privacy, compared to 65.3 percent of those in rural areas.

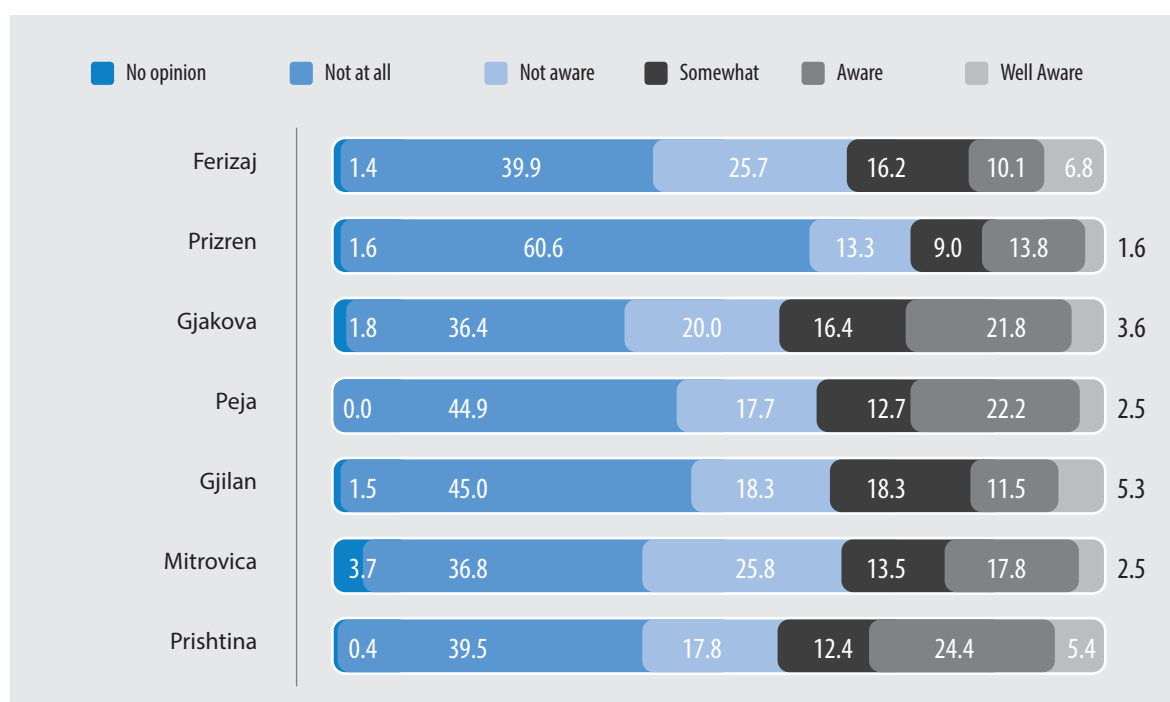
Compared to 2013, the difference between urban and rural based respondents was deeper, with 74.0 percent from rural areas and 66.0 percent from urban areas having no awareness on the privacy and protection of personal data. Aware to some extent were 10.0 percent of the respondents living in rural areas and 10.0 percent of them in urban areas. Those aware of these rights were 16.0 percent of the respondents in rural areas and 23.0 percent of the urban area.

Figure 4 - Awareness regarding Personal Data Protection (area based)



The findings regarding the differences of respondents depending on their respective regions show that there are no major changes compared to the 2013 data. Similar to 2013 KSB results, the respondents who were the most informed for these rights remain those living in Prishtina (29.8), Gjakova (25.6) and Peja (24.7). On the other hand, the highest rates when it comes to the lack of information were noted in the regions of Prizren (73.9), Ferizaj (65.6), Gjilan (63.3) and Mitrovica (62.6).

Figure 5 - Awareness about the right on Personal Data Protection (based on region)

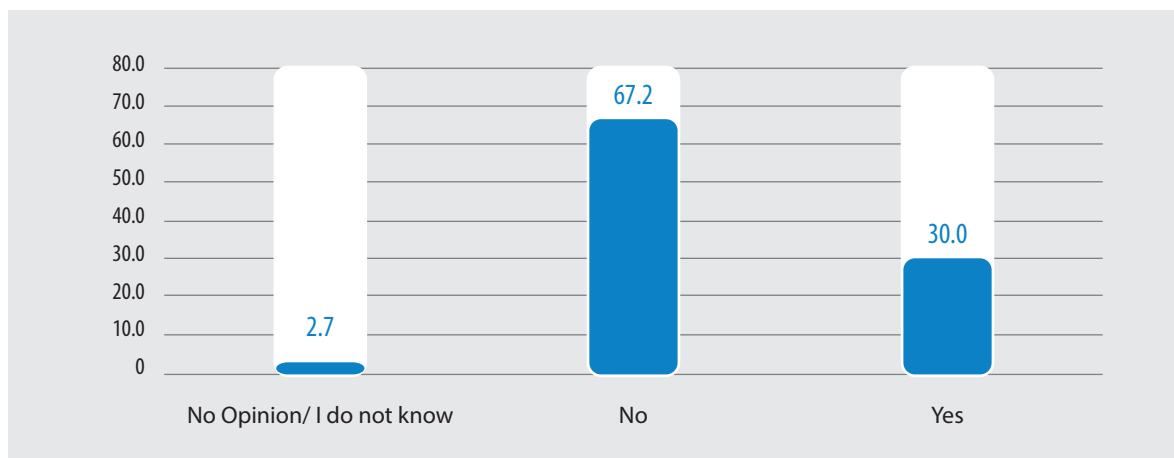


4. AWARENESS REGARDING THE NATIONAL AGENCY FOR PERSONAL DATA PROTECTION

The primary role of the National Agency for Personal Data Protection (NAPDP) is, among others, to inform the public about issues and developments with regards to data protection. The NAPDP was established a year after the Law No. 03/L – 172 on Protection of Personal Data which was adopted in 2010. Yet, after nearly four years, a considerable number of citizens are not aware of its existence. As the results show, it seems that the agency did not manage to inform citizens regarding their rights to personal data protection and privacy.

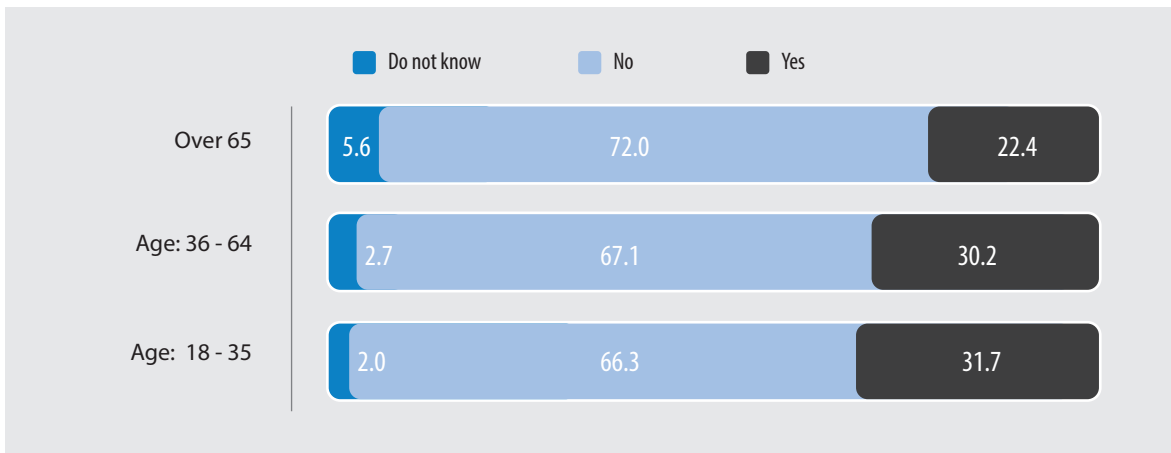
When asked whether they were aware of the existence of the NAPDP, 67.2 percent of the respondents stated that they are not aware of the existence of this agency. This is slightly worse than the lack of awareness with regards to personal data protection rights, which stood at 63.5 percent. On the other hand, 30.0 percent of the respondents stated that they are aware of the existence of the NAPDP, which is higher than the 21.7 of those who stated to be aware of the data protection rights in general. Only 2.7 percent of the respondents stated that they had no opinion regarding the NAPDP. Awareness regarding the NAPDP was higher than the awareness of their privacy rights, mainly because of the media influence. There were several cases when the NAPDP gave opinions regarding several issues that had to do with the infringement of personal data, and as such, the public had the opportunity to get acquainted briefly with the Agency and its role.

Figure 6 - Awareness regarding the existence of the National Agency for Personal Data Protection



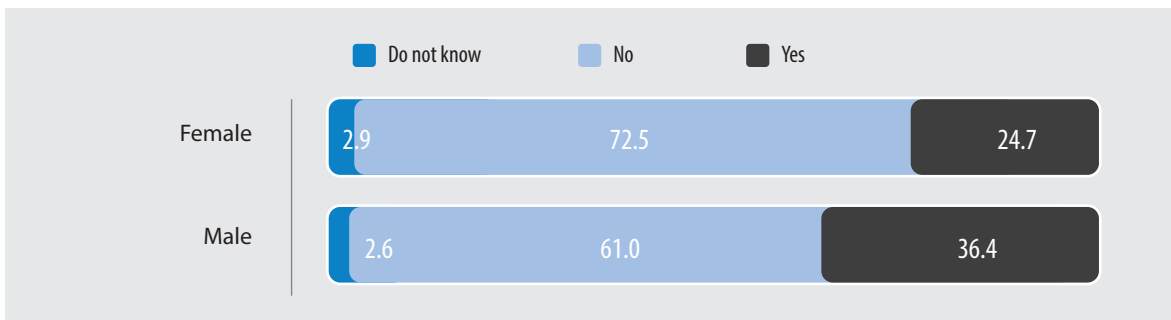
When it comes to comparative awareness among various age-groups, the most uninformed generations regarding the existence of the NAPDP seems to be the elderly. Of those belonging to the over 65 age-group, 72.0 percent claimed to have never heard of the existence of the NAPDP, while 22.4 claimed to have heard of it, and 5.6 percent did not want to give their opinion on the matter. As for the respondents belonging to the age-group (36 - 64), 67.1 percent claim not to be aware of the NAPDP, while 30.2 percent of them claim to be aware of the existence of the NAPDP. Young generations (aged 18 - 35) seem to have more information on the NAPDP, 31.7 percent of them claimed to have heard of it, while the number of those unaware of the agency prevails with 66.3 percent.

Figure 7 - Awareness regarding the existence of the National Agency for Personal Data Protection (based on age)



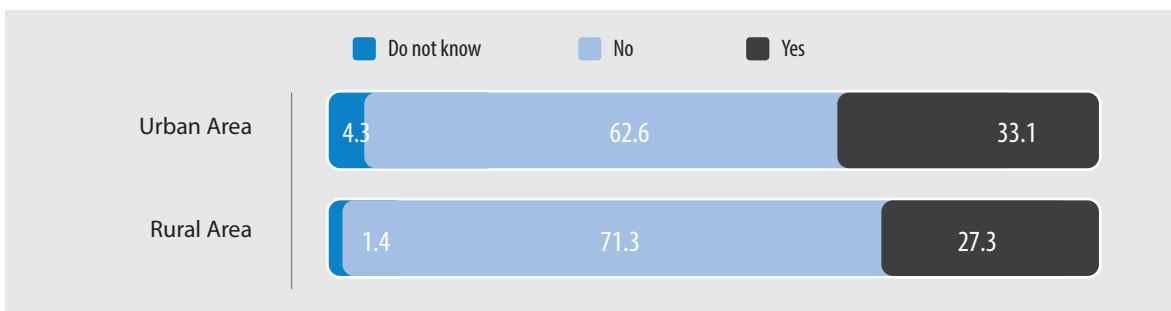
The difference between genders regarding their awareness of the NAPDP is higher. Females seem to be less aware of the existence of the NAPDP, 72.5 percent of the female respondents claimed to not have been aware, compared to 61.0 percent of male respondents. On the other hand, 24.7 percent of female and 36.4 percent of male respondents are aware of the existence of NAPDP.

Figure 8 - Awareness regarding the existence of the National Agency for Personal Data Protection (gender based)



As for regional differences regarding the awareness of the existence of the NAPDP, respondents from the urban area seem to be more aware of the existence of the NAPDP. There are 33.1 percent of the respondents from urban areas and 27.3 percent of them from the rural areas who claim to be aware of the existence of the NAPDP. On the other hand, the number of respondents with a lack of awareness on the NAPDP is significantly higher. The results show that 62.6 percent of respondents in urban and 71.3 percent of the respondents in rural areas are still unaware of the existence of the NAPDP.

Figure 9 - Awareness regarding the existence of the National Agency for Personal Data Protection (area based)



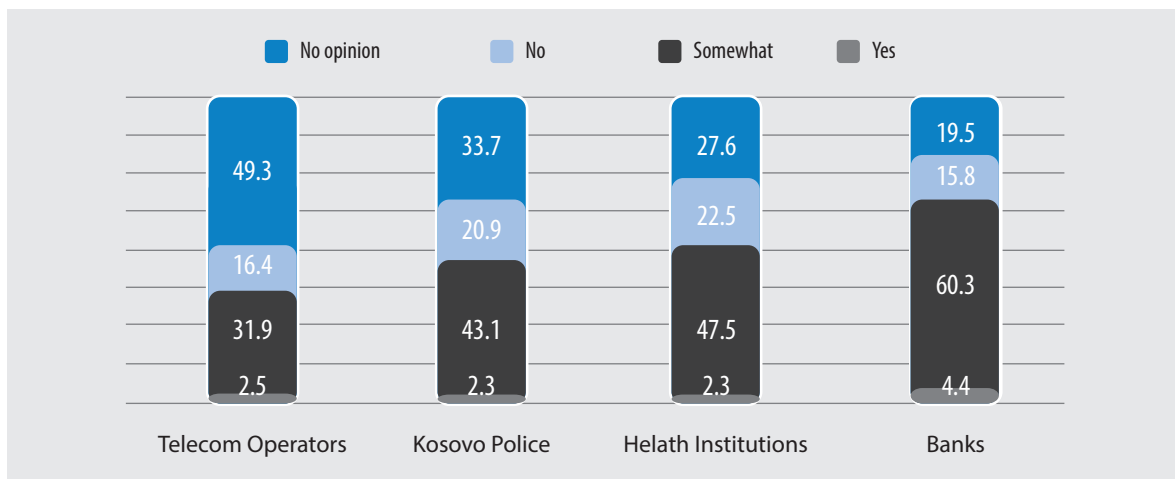
5. CITIZENS CONCERNS ON HANDLING OF PERSONAL DATA

Given that the issue of data protection is new in Kosovo, and a very broad one at the same time, control in this area is somewhat challenging. Especially if we take into account the private sector. Looking from a broader perspective, most of the services are being digitized through the advancement of technology, which requires rather advanced handling and storage systems. Evidently, control in this area is perceived as quite challenging, increasing therefore the general fear of potential misuses of personal data by particular institutions.

Below we will provide the extent to which citizens share their concerns for potential violation or misuse of their personal data by the institutions that possess a large number of personal data. These institutions include: Telecom Operators, Kosovo Police, Health Institutions, and Banks. Since the Kosovo citizen's interaction with these institutions is frequent, compared to other public and private institutions, this edition aims to demonstrate the Kosovo citizen's experience with these institutions and to present whether and to what extent they trust the handling of their personal data by these institutions.

As the figure below shows, the respondents seem to share greater concerns when their personal data's are processed by Telecom Operators (49.3 percent), followed by Kosovo Police (33.7 percent), Health Institutions (27.6 percent) and Banks (19.5 percent).

Figure 10 - Citizens concerns in handling of personal data



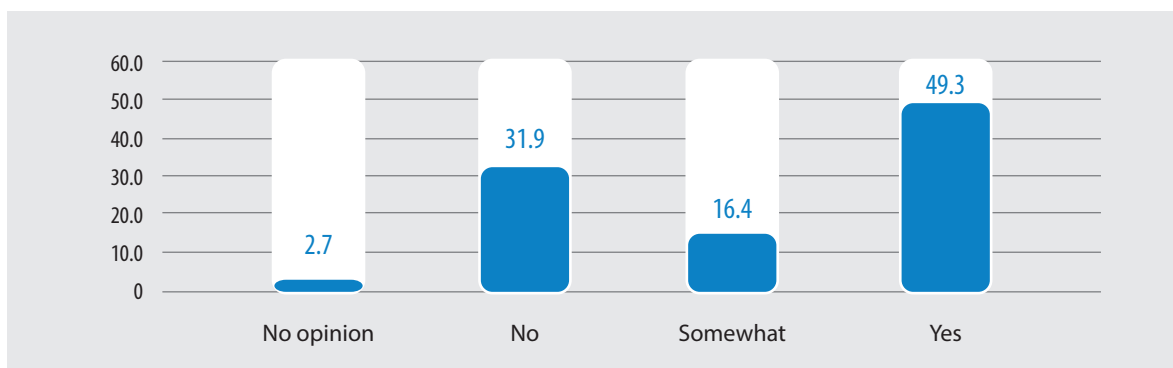
5.1. Telecom Operators

Telecom operators possess a large amount of sensitive personal data such as: names, surnames, IDs, addresses, phone/mobile numbers, and Internet Protocol (IP) addresses. Since most of the communication (phone calls, texting, etc) is mostly done using various means of technology, the privacy may be compromised. Kosovo is about to finally have its own country dialling code (+383); nevertheless, for the time being the code is provisionally borrowed through two mobile providers from Monaco (+377) and Slovenia +386), whereas Serbia's landline (+381) is still being used. The lack of a country dialling code raised a security dilemma among the respondents; they fear about

potential misuse of its data by external sources. Similarly, people express their concern about a potential interception of their communication by internal actors, which comes as result of some audio and messages already disseminated without authorisation. Furthermore, personal phone numbers are being largely misused for political or commercial purposes, directing personalized commercial advertisements, in most cases, by private enterprises; thus, raising therefore dilemmas on the ways their personal data are being handled by the telecom operators, for instance.

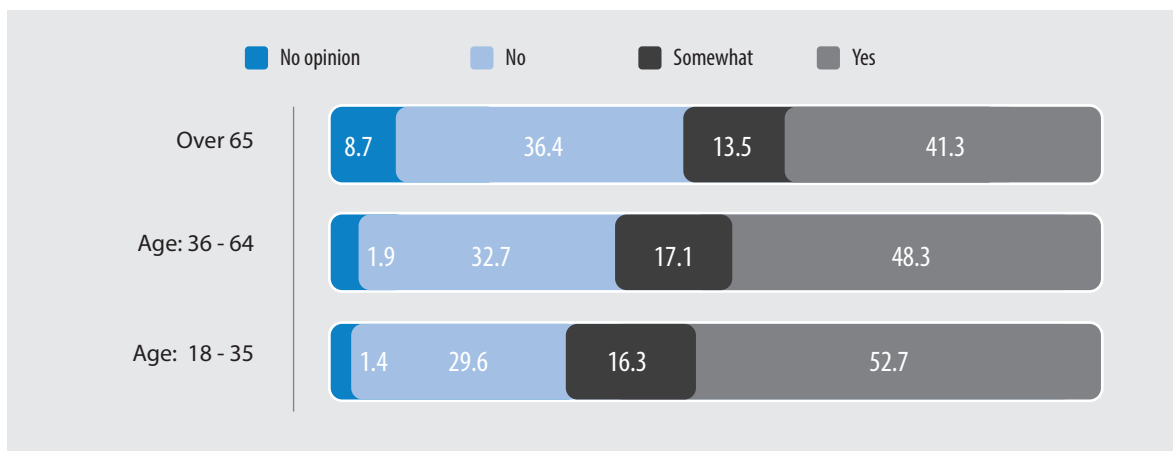
The findings of the KSB 2014 show that telecom operators seem to quite distrusted among the respondents in handling and protecting personal data. Nearly half of the respondents (49.3 percent) share the concerns of potential misuse of their private data by the telecom operators, followed by 16.4 percent of them who appear to be balanced on their opinion. On the other hand, 31.9 percent of the respondents do not have any concerns about their privacy and the potential for their data to be misused by the telecom operators.

Figure 11 - Concerns regarding the misuse of the personal data by Telecom Operators



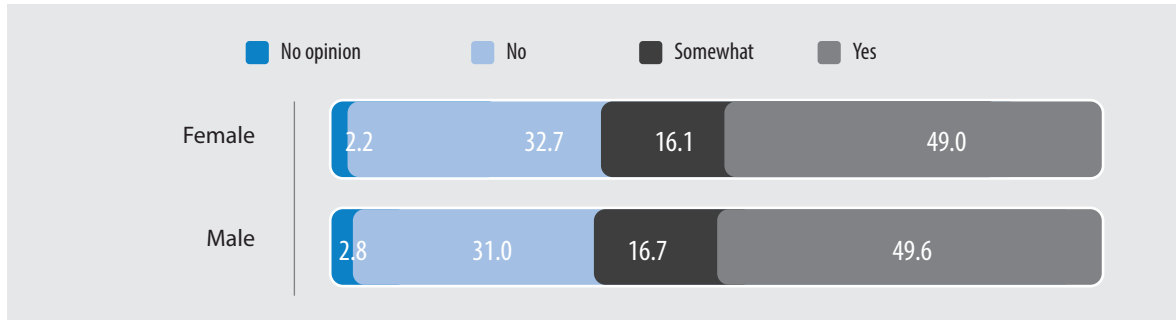
Younger generations, which are probably the most frequent users of technology seem to show a higher dose of concern (52.7 percent), followed by the middle aged (48.3 percent) and older generations with 41.3 percent of them being concerned. This is understandable if one takes into account that the new generations at the same time possess also more information regarding their rights to protection of personal data and privacy

Figure 12 - Concerns regarding the misuse of the personal data by Telecom Operators (based on age)



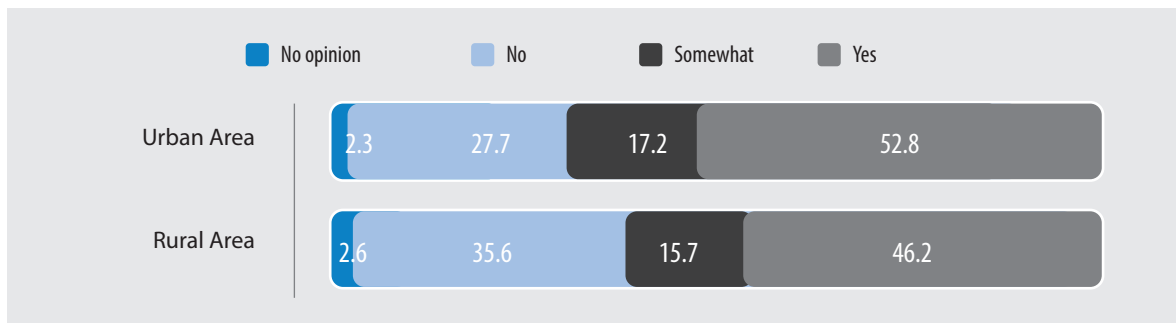
No major differences were noted among the female and male respondents. Both women (49.0 percent) and men (49.6 percent) share similar concerns on the personal data being potentially misused by the telecom operators.

Figure 13 - Concerns regarding the misuse of the personal data by Telecom Operators (gender based)



As with other cases, respondents from urban areas (52.8 percent) share a greater concern when it comes to their data being handled by telecom operators, compared to 46.2 percent of the respondents from rural areas that share the same concern. A reason for this is the general lack of awareness pertaining to personal data protection of the respondents living in rural areas.

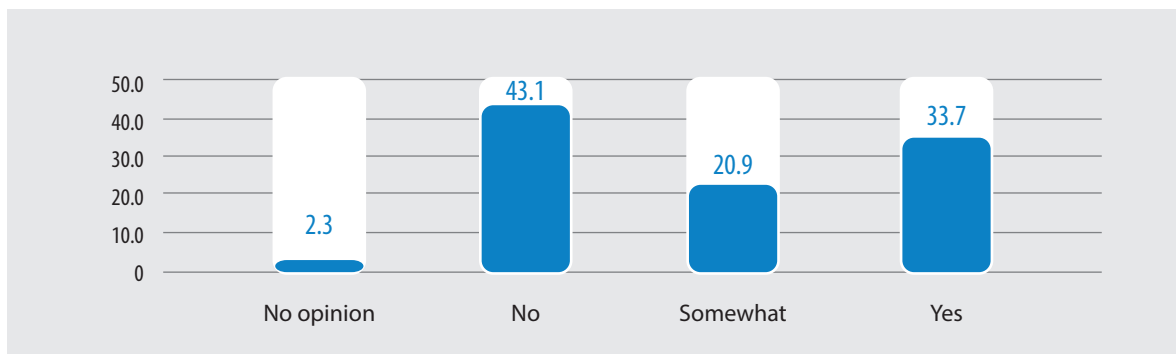
Figure 14 - Concerns regarding the misuse of the personal data by Telecom Operators (area based)



5.2. Kosovo Police

The Kosovo Police (KP) is one of the security institutions that possess the largest amount of personal data compared to other institutions. The respondents expressed a significant level of fear regarding potential misuse of data by the KP (33.7 percent). On the other hand, 20.9 percent of the respondents expressed some concern, whereas 43.1 percent have no concerns that any kind of misuse or violation of their personal data may be done by the KP.

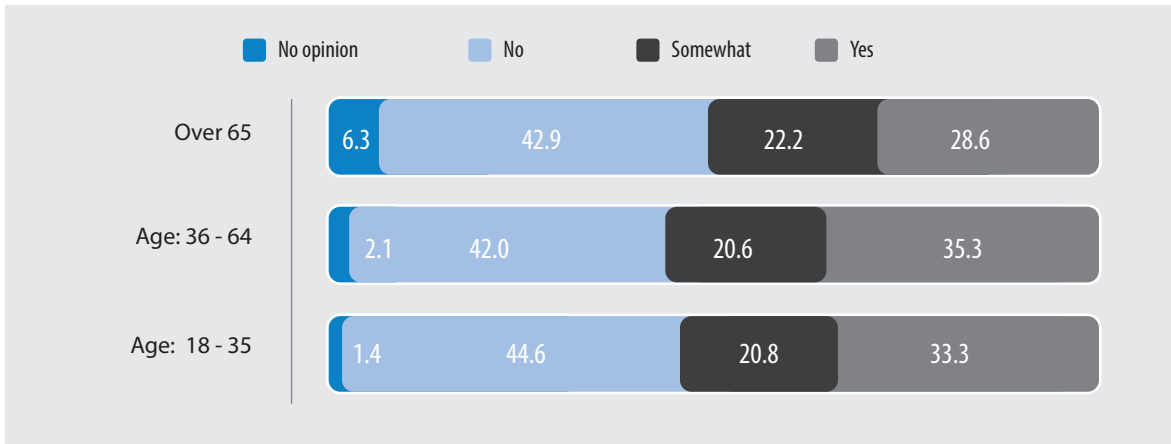
Figure 15 - Concerns regarding the misuse of personal data by Kosovo Police



The Middle aged (35.3 percent) seems to be the most concerned group age when asked whether they are concerned their personal data may be misused by the KP, while 33.3 percent of the younger generations and 28.6 percent of the older generations share the same concern. The fact

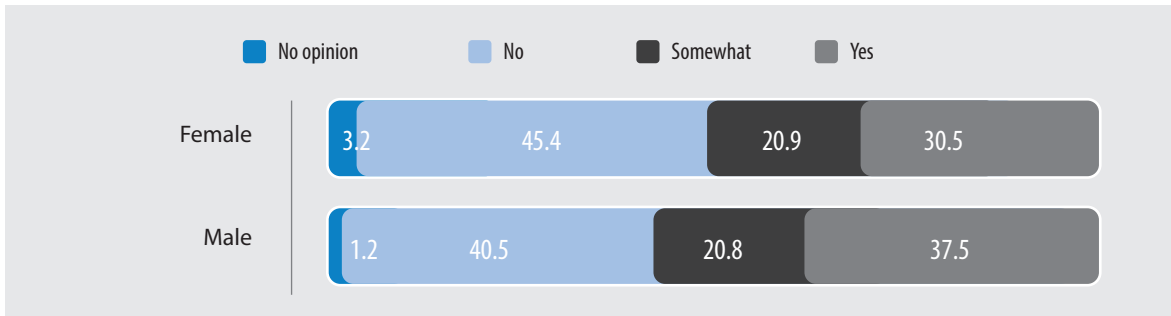
that the middle age generation was the most concerned group compared to the other two age-groups is precisely because of the fact that this age-group seems to have had more contact and interaction with this institution.

Figure 16 - Concerns regarding the misuse of personal data by Kosovo Police (based on age)



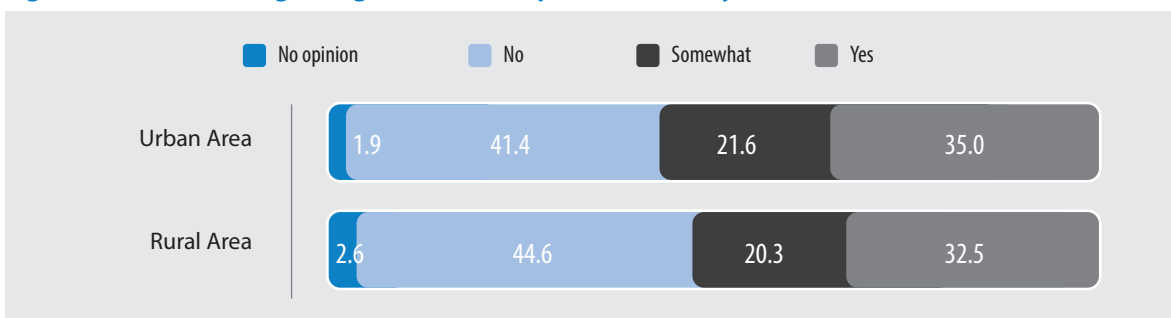
Male respondents (37.5 percent) are more concerned with the potential for their personal data to be misused by the KP, compared to female respondents (30.5 percent). The main reason for this is the fact that the male respondents surveyed have had more experience and interaction with the KP compared to the female respondents. The other 40.5 percent of male and 45.4 percent of female respondents are not concerned that any kind of any violation or misuse of the personal data may be done by the KP.

Figure 17 - Concerns regarding the misuse of personal data by Kosovo Police (gender based)



Respondents from urban areas are more concerned (35.2 percent) compared to respondents from rural areas (32.5 percent), and this is mainly because of the frequent interaction with the police by the respondents living in urban areas. This is also the case with the gender based perception in which the difference appears to be only minor, between male and female respondents.

Figure 18 - Concerns regarding the misuse of personal data by Kosovo Police (area based)

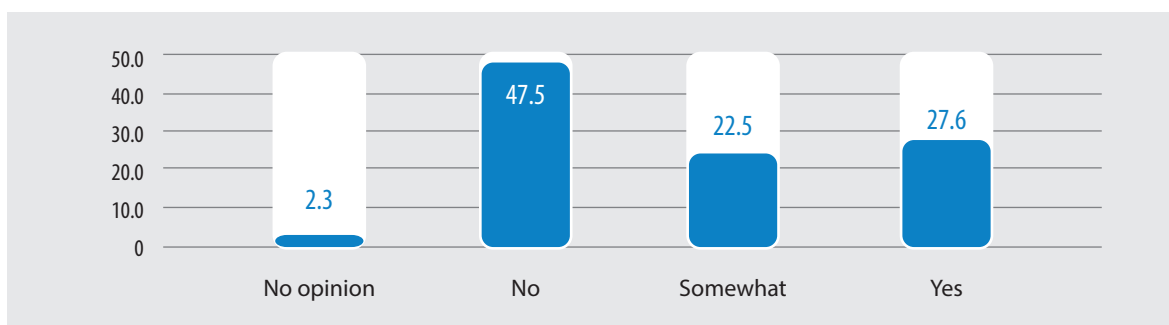


5.3. Health Institutions

Health institutions possess a large number of personal and sensitive data and any release of information can be detrimental to the citizens' wellbeing. Since this topic is still new, it is likely that the persons who process personal and private health data of a patient may not be aware of the legislation and rules in this regard, thus, its' safe processing is placed in question.

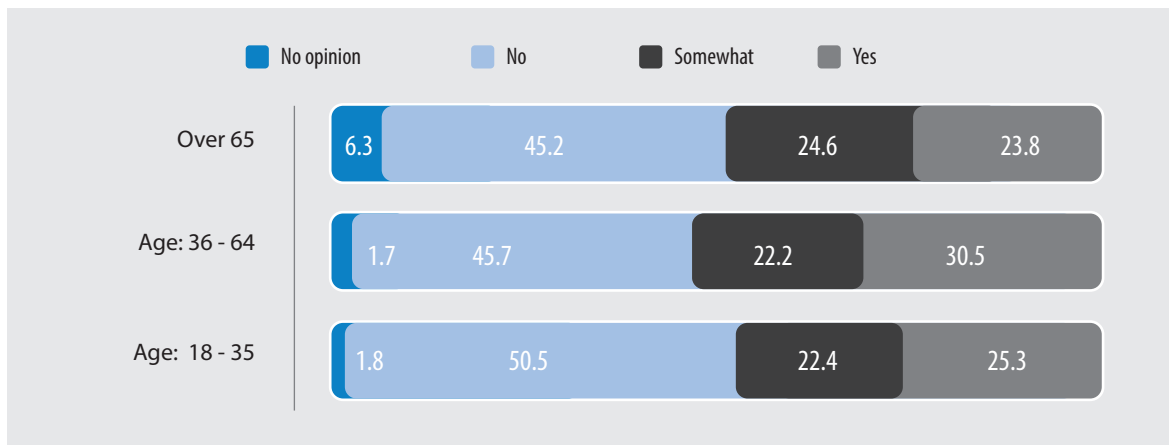
Nonetheless, the citizens seem to have more trust on health institutions when it comes to the handling of their personal data. This edition of the KSB shows that the health institutions are the second most trusted institution in Kosovo when it comes to the handling of their private data. Nearly half of the respondents (47.5 percent) do not think that health institutions abuse their private and personal data; 22.5 percent believe they may misuse their data to some extent, whereas 27.6 percent clearly express their concerns about the exposure of their personal data and privacy by health institutions. It is noted that this level of trust towards the health institutions is perceived because of the fact that the respondents are not completely aware that actually medical data are considered personal data.

Figure 19 - Concerns regarding the misuse of personal data by Health Institutions



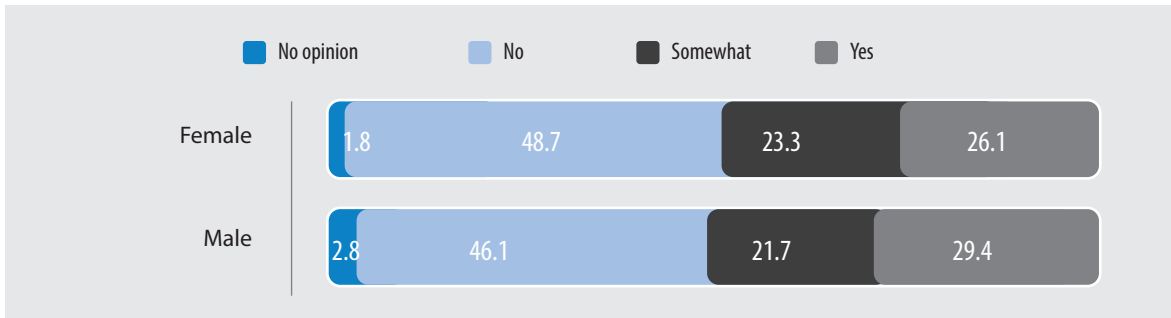
The middle aged group (30.5 percent) shared greater concerns regarding their handling of personal data, followed by the younger generation (25.3 percent) and the older generation (23.8 percent). Apparently, these findings are directly influenced by their level of awareness regarding their right to personal data protection compared to the older generation, and possibly the number of medical visits compared to the younger generation.

Figure 20 - Concerns regarding the misuse of the personal data by Health Institutions (based on age)



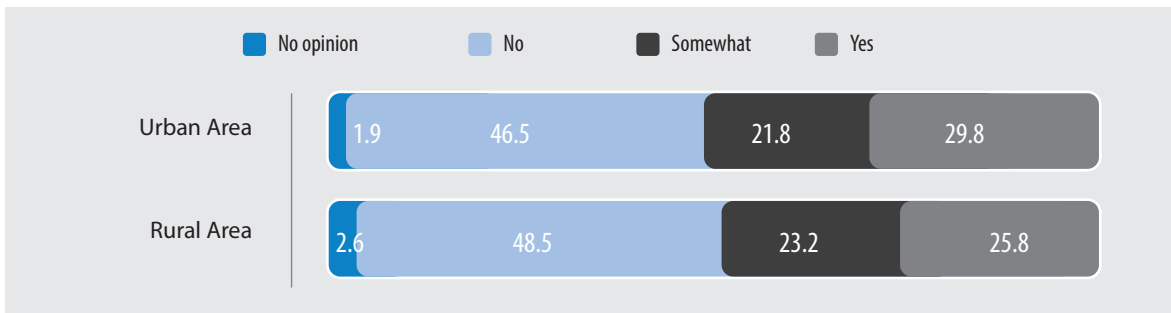
As for differences between the genders, male respondents seem to be slightly more concerned (29.4 percent) by potential misuse of their personal data and privacy by health institutions, compared to female respondents (26.1 percent). On the other hand, 23.3 percent of female and 21.7 percent of male respondents express some concerns; whereas, 48.7 percent of female and 46.1 percent of male respondents do not think there is any risk of misusing personal data by the health institutions.

Figure 21 - Concerns regarding the misuse of the personal data by Health Institutions (gender based)



Similarly as in most of the answers coming from the respondents of different living areas and because of having more information on the matter, respondents from urban areas showed a greater level of distrust towards health institutions. There are 29.8 percent of the respondents from urban areas, compared to 25.8 percent of them from rural area who are concerned that their data and privacy may be misused by a data processor by the health institutions.

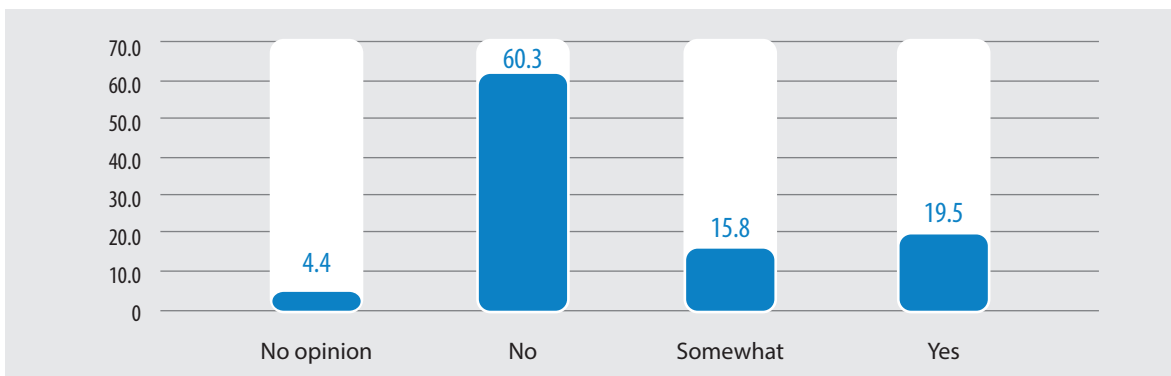
Figure 22 - Concerns regarding the misuse of the personal data by Health Institutions (area based)



5.4. Banks

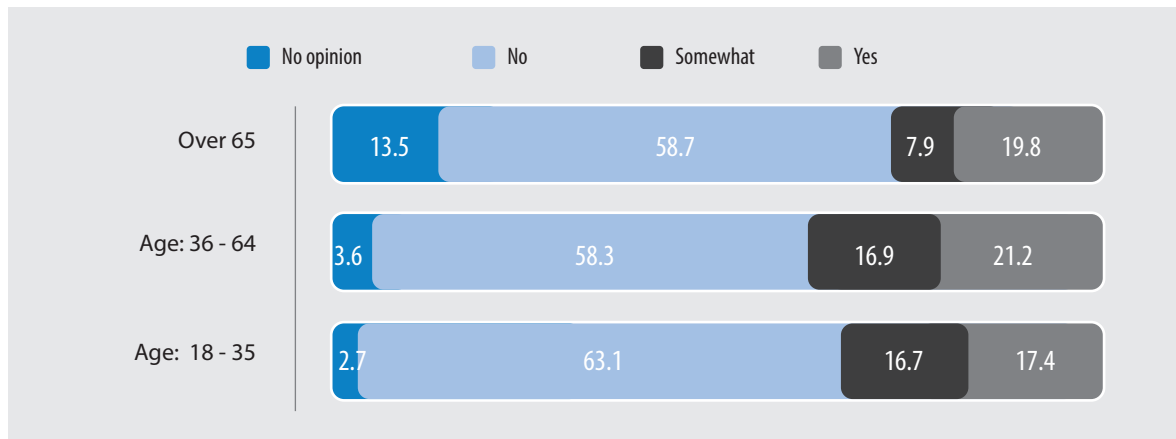
There have been some allegations in some reports that generally banks do share and sell their customers' personal information that includes and it is not restricted to financial information. However, Kosovo citizens seem not to be concerned about their data being misused by the banks. There are two potential reasons for such findings. Primarily, the respondents did not concede to have heard of any abuse by any bank in this direction. Secondly, a considerable number of respondents surveyed did not possess a bank account; therefore, they were not aware of the seriousness in this regard. Roughly 60.3 percent of the respondents do not seem to be concerned about their data being misused by the banks, while 15.8 percent have concerns to some extent, and 19.5 percent of them share concerns.

Figure 23 - Concerns regarding the misuse of the personal data by Banks



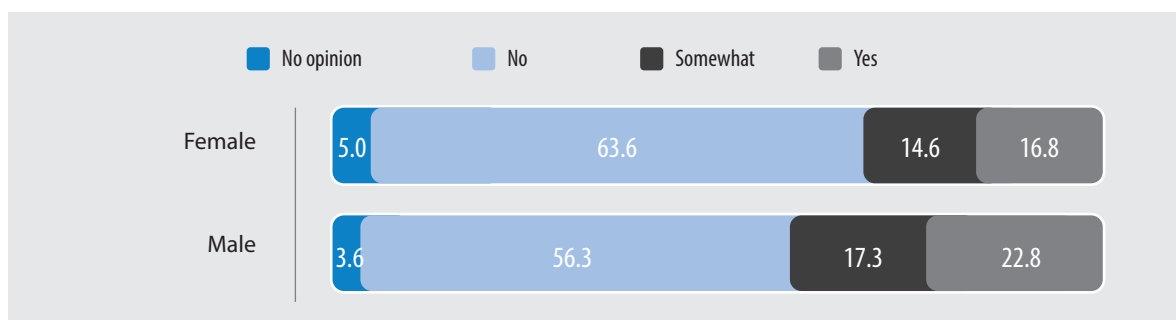
Middle age respondents (21.2 percent) were the most concerned about the potential for their data being misused by the banks, followed by the older generations (19.8 percent). The younger generation (only 17.4 percent) seems not to bother that much about their personal data being disclosed by the banks. It is understood that the middle age respondents are the ones who were largely equipped with bank accounts compared to the other two generations and as such, they share greater concerns.

Figure 24 - Concerns regarding the misuse of the personal data by Banks (based on age)



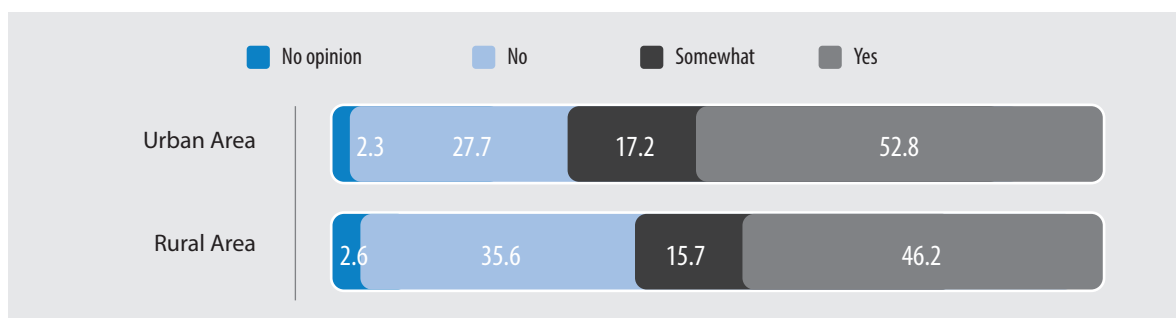
Male respondents share higher concerns towards their personal data being misused by the banks with 22.8 percent, compared to 16.8 percent of the female respondents. On the other hand, 63.6 percent of female and 56.3 percent of male respondents do not share any concerns about their personal data being misused by the banks.

Figure 25 - Concerns regarding the misuse of the personal data by Banks (gender based)



Similar to concerns with other institutions, respondents from urban areas (52.8 percent) are more concerned about their personal data being misused by the banks, compared to 46.2 percent of the respondents from rural areas. There are 17.2 percent of those from urban areas and 15.7 percent of those from rural areas that are concerned to some extent. Whereas 27.7 percent of the respondents from urban areas and 35.6 percent of those from rural areas are not concerned that banks in Kosovo may misuse their personal data.

Figure 26 - Concerns regarding the misuse of the personal data by Banks (area based)



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